

## News Release

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### **ANZ appoints its first Chief Design Officer**

ANZ today announced it had appointed Opher Yom-Tov as its first Chief Design Officer reporting to Group Executive Digital Banking, Maile Carnegie.

In his role as Chief Design Officer, Mr Yom-Tov will lead a team of specialists focussed on building ANZ's human-centred design capability to deliver better experiences for customers and employees.

Mr Yom-Tov spent a decade working at global design and innovation firm IDEO in Silicon Valley and then leading the organisation in Shanghai, China. During his time with IDEO he helped design products for companies such as Apple, Microsoft, General Electric, Procter & Gamble and McDonald's.

Commenting on the appointment, Mrs Carnegie said: "Good design is about solving problems and improving how things work, not just how something looks.

"Ensuring that great design is part of our development process is an important part of ANZ's digital transformation and is essential to making sure we provide our customers what they really want.

"Opher's appointment to this new role will help us deliver compelling experiences by putting ourselves in the customer's shoes, which is one of the core principles of working in an agile way."

In addition to his work with IDEO, Mr Yom-Tov has also worked in human-centred design at Westpac, co-founded a tech start-up, and for the past eight months has been working as a design and innovation consultant for ANZ. He started in his new permanent role on 4 September and is based in Sydney.

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